

ORDER



Orders	Order / Rev:	167855
	Alt Order #:	06859817
	Product Desc:	E PAULSEN 4 CONGRESS
	Estimate:	
	Flight Dates:	10/10/12 - 10/16/12
	Original Date / Rev:	10/10/12 / 10/10/12
	Order Type:	GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE:	Rachel Chason
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	Strategic Media Services
	Buying Contact:	
	Billing Contact:	
		3299 K St NW Ste 200
		Washington, DC 20007-4415

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Paulsen for Congress
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	3
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	42	\$24,025.00	\$20,421.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	42	\$24,025.00	\$20,421.25	0.00
Totals	42	\$24,025.00	\$20,421.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	21%	\$24,025.00
Market	100%	\$114,404.76

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	34%	\$38,897.62
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	45%	\$51,482.14
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/11/12	10/14/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	---T--S	:30	2	\$1,350.00	2	0.00	NM	2	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	---T--S	2			\$1,350.00		0.00					
2	M	10/15/12	10/16/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	MT-----	:30	2	\$1,350.00	2	0.00	NM	2	\$2,700.00
NEWS															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	10/15/12	10/16/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	MT-----	:30	2	\$1,350.00	2	0.00	NM	2	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$1,350.00		0.00			
3	M	10/11/12	10/12/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	---TF--	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
MORN NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					2	\$550.00		0.00			
4	M	10/15/12	10/16/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	MT-----	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
MORN NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$550.00		0.00			
5	M	10/10/12	10/12/12	M-F GMA M-F GMA	CM	7-9a	--WTF--	:30	3	\$500.00	2	0.00	NM	3	\$1,500.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$500.00		0.00			
6	M	10/15/12	10/16/12	M-F GMA M-F GMA	CM	7-9a	MT-----	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$500.00		0.00			
7	M	10/10/12	10/12/12	M-F Midday News M-F Midday News	CM	11a-12p	--WTF--	:30	3	\$250.00	3	0.00	NM	3	\$750.00
NEWS 11A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$250.00		0.00			
8	M	10/15/12	10/16/12	M-F Midday News M-F Midday News	CM	11a-12p	MT-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
NEWS 11A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$250.00		0.00			
9	M	10/10/12	10/10/12	M-F 3-4p Twin Cities Live	CM	3-4p	--W----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
TWIN CITIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$175.00		0.00			
10	M	10/15/12	10/15/12	M-F 3-4p Twin Cities Live	CM	3-4p	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
TWIN CITIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$175.00		0.00			
11	M	10/11/12	10/11/12	M-F 4-430p Millionaire	CM	4-430p	---T---	:30	1	\$250.00	3	0.00	NM	1	\$250.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$250.00		0.00			
12	M	10/15/12	10/16/12	M-F 4-430p Millionaire	CM	4-430p	MT-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$250.00		0.00			
13	M	10/10/12	10/12/12	M-F 430-5p News 430p News	CM	430-5p	--WTF--	:30	3	\$400.00	2	0.00	NM	3	\$1,200.00
NEWS 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$400.00		0.00			
14	M	10/16/12	10/16/12		CM	430-5p	-T-----	:30	1	\$400.00	2	0.00	NM	1	\$400.00

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				M-F 430-5p News 430p News											
				NEWS 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$400.00		0.00				
15	M	10/10/12	10/12/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	3	\$700.00	2	0.00	NM	3	\$2,100.00
				NEWS 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			3		\$700.00		0.00				
16	M	10/16/12	10/16/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$700.00	2	0.00	NM	1	\$700.00
				NEWS 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$700.00		0.00				
17	M	10/12/12	10/12/12	M-F 6-630p M-F 6-630p	CM	6-630p	----F--	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
				NEWS 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$1,100.00		0.00				
18	M	10/16/12	10/16/12	M-F 6-630p M-F 6-630p	CM	6-630p	-T-----	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
				NEWS 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$1,100.00		0.00				
19	M	10/11/12	10/11/12	M-F 630-7p M-F 630-7p	CM	630-7p	---T---	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1		\$1,050.00		0.00				
20	M	10/15/12	10/15/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-----	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$1,050.00		0.00				
21	M	10/13/12	10/13/12	SA GMA Sa GMA	CM	7-8a	-----S-	:30	2	\$425.00	3	0.00	NM	2	\$850.00
				GM SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			2		\$425.00		0.00				
22	M	10/13/12	10/13/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----S-	:30	1	\$325.00	3	0.00	NM	1	\$325.00
				NEWS SAT 8A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$325.00		0.00				
23	M	10/14/12	10/14/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----S	:30	1	\$225.00	3	0.00	NM	1	\$225.00
				NEWS SUN 6A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$225.00		0.00				
24	M	10/14/12	10/14/12	SU GMA Su GMA	CM	7-8a	-----S	:30	1	\$550.00	3	0.00	NM	1	\$550.00
				GM SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$550.00		0.00				
25	M	10/14/12	10/14/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$475.00	3	0.00	NM	1	\$475.00
				NEWS SUN 8A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$475.00		0.00				
E 27	M	10/14/12	10/14/12		CM	9-10a	-----S	:30	1	\$450.00	4	0.00	NM	1	\$450.00

KSTP-TV, LLC and KSAX-TV